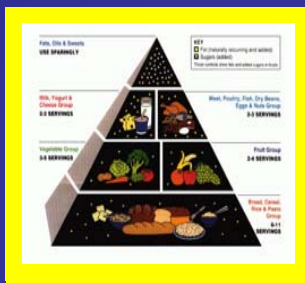


The Food Guide Pyramid: A Road Map to its Development and Future

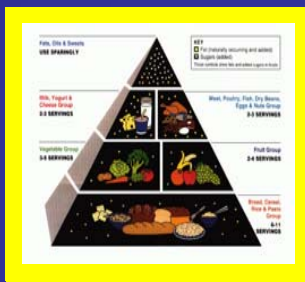
Center for Nutrition Policy and Promotion
USDA

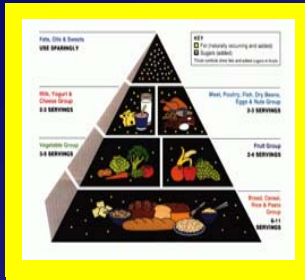


Developing the Food Guide Pyramid

Carole A. Davis

Center for Nutrition Policy and Promotion
USDA

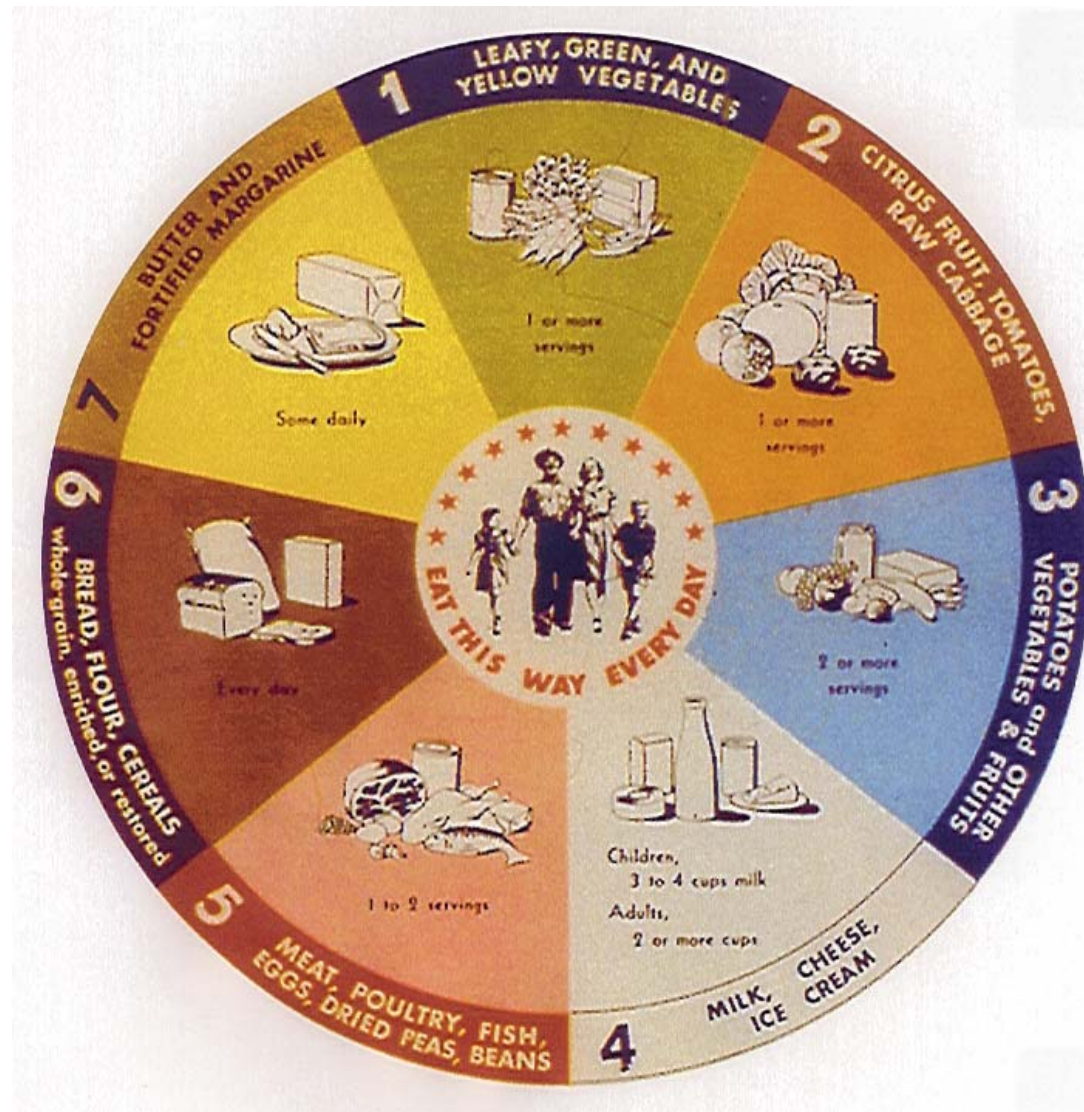




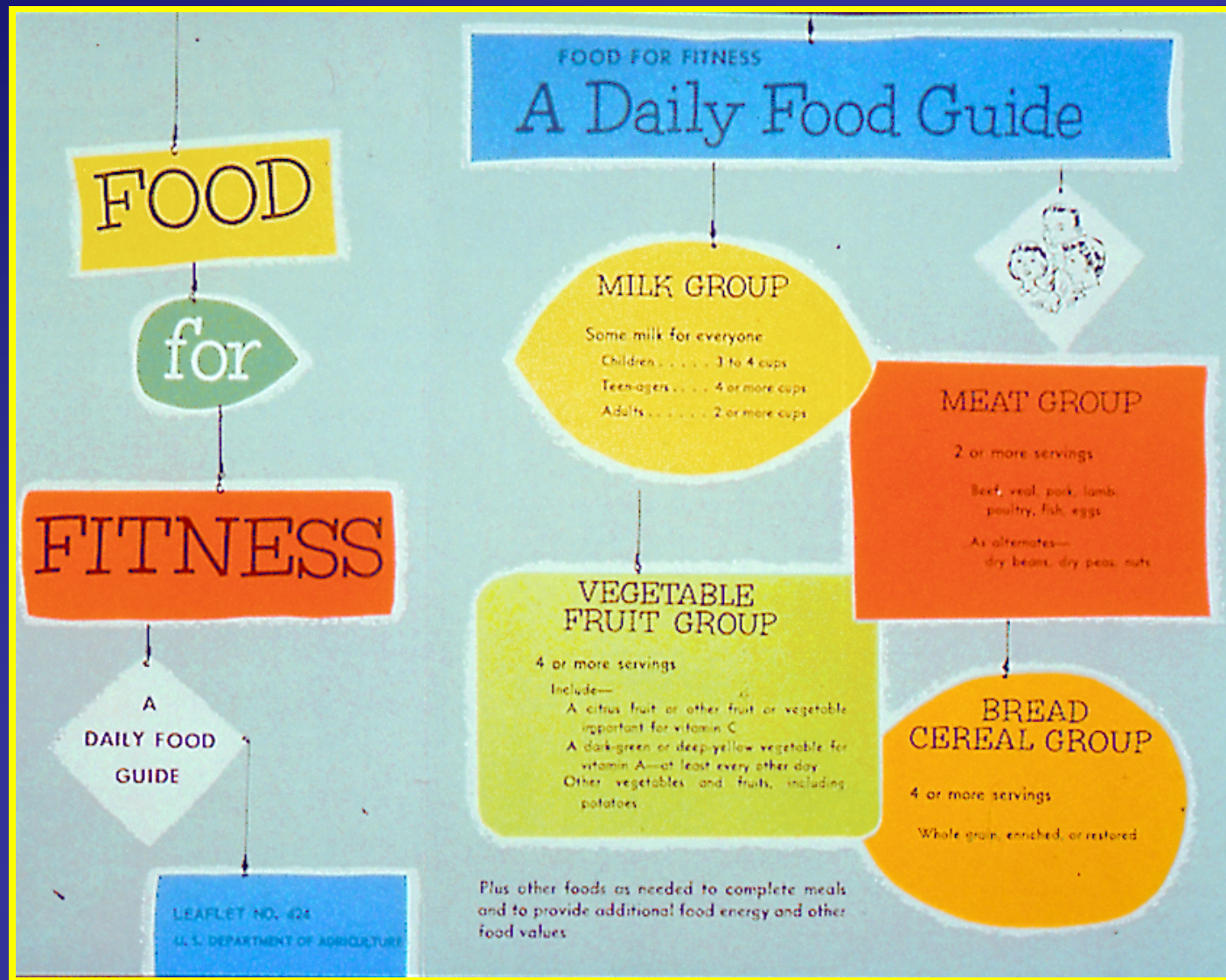
Food Guides

“Provide a conceptual framework for selecting the kinds and amounts of foods of various types which together provide a nutritionally satisfactory diet.”

Basic 7 Food Guide

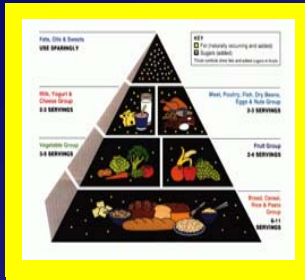


Food for Fitness, A Daily Food Guide



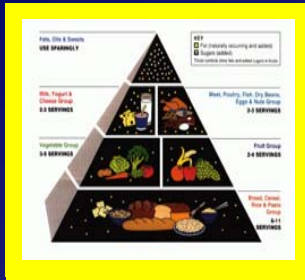
The Hassle Free Guide





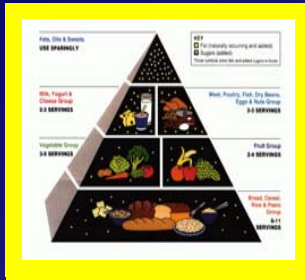
Development of a new Food Guide

- To help Americans use the Dietary Guidelines
- Began by setting
 - Philosophical Goals
 - Nutritional Goals



Philosophical Goals for the Food Guide

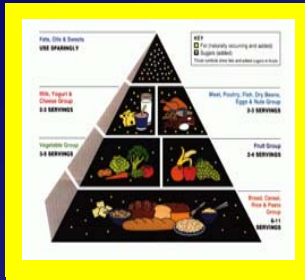
- Promote overall health
- Be based on up-to-date research
- Address the total diet



Philosophical Goals for the Food Guide

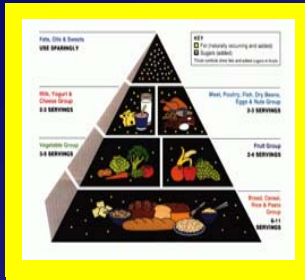
To be helpful to consumers, guide should be:

- Useful—recognizable food groups
- Realistic—commonly used foods
- Flexible—allow individual choices
- Practical—for families to use



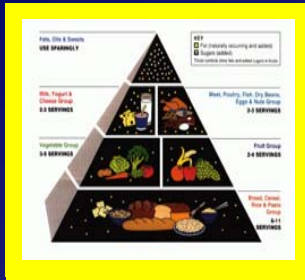
Philosophical Goals for the Food Guide

- Evolutionary—
 - building on existing knowledge
 - adaptable for long term use



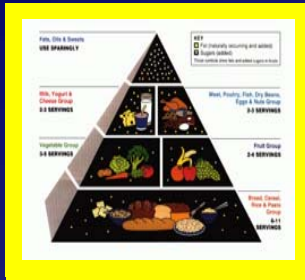
Philosophical Goals for the Food Guide

- Overall Health
- Up-to-date research
- Total diet
- Useful
- Realistic
- Flexible
- Practical
- Evolutionary



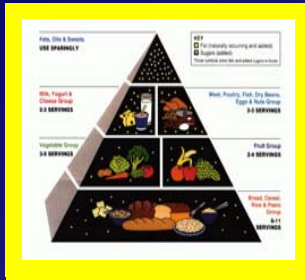
Research Steps to Develop the Food Guide

- Establish nutritional goals



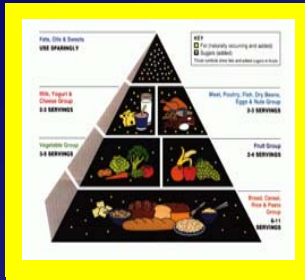
Nutritional Goals

- Adequacy
 - 100% RDA for protein, vitamins, minerals
 - Increase consumption of fiber
- Moderation
 - Total fat 30% of calories or less
 - Saturated fat less than 10% of calories
 - Cholesterol 300 mg or less
 - Sodium 2400 mg or less
 - Added sugars to balance calories



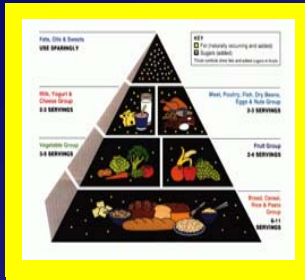
Research Steps to Develop the Food Guide

- Establish nutritional goals



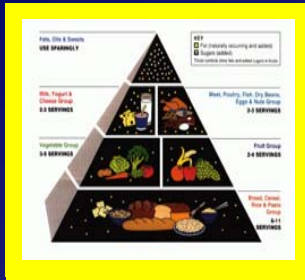
Research Steps to Develop the Food Guide

- Establish nutritional goals
- Define food groups



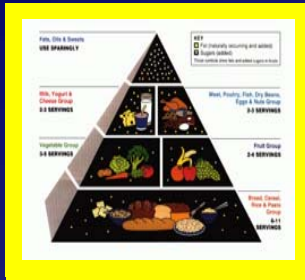
Food Grouping Rationale

- Major Groups
 - Nutrient content
 - Use of foods in meals
 - Tradition
- Subgroups
 - To emphasize nutrients and food components of concern (eg. dark green vegetables, whole grains)



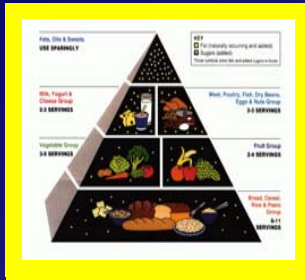
Food Groups and Subgroups

- Bread, cereal, rice, and pasta
 - whole grain
 - enriched grain
- Vegetable
 - dark green
 - deep yellow
 - starchy
 - dry beans and peas
 - other
- Fruit
 - citrus, melon, berries
 - other
- Milk, yogurt, and cheese
- Meat, poultry, fish, dry beans, eggs, and nuts
- Fats, oils, and sweets



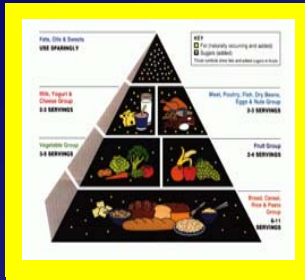
Research Steps to Develop the Food Guide

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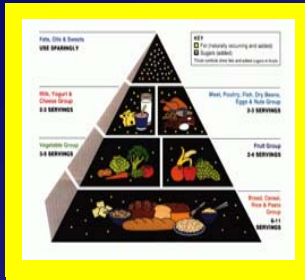
Research Steps to Develop the Food Guide

- Establish nutritional goals
- Define food groups
- Define serving sizes



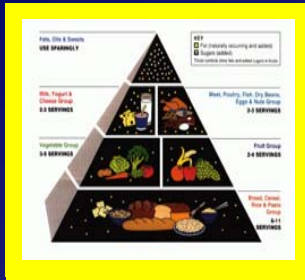
Criteria for Servings Size Selection

- Typical portions reported in surveys
- Ease of use
- Similar nutrient content
- Tradition



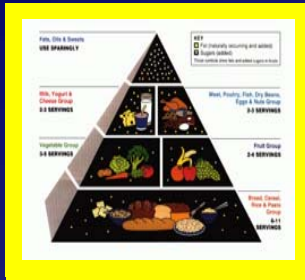
Research Steps to Develop the Food Guide

- Establish nutritional goals
- Define food groups
- Define serving sizes



Research Steps to Develop the Food Guide

- Establish nutritional goals
- Define food groups
- Define serving sizes
- Determine expected nutrient profiles

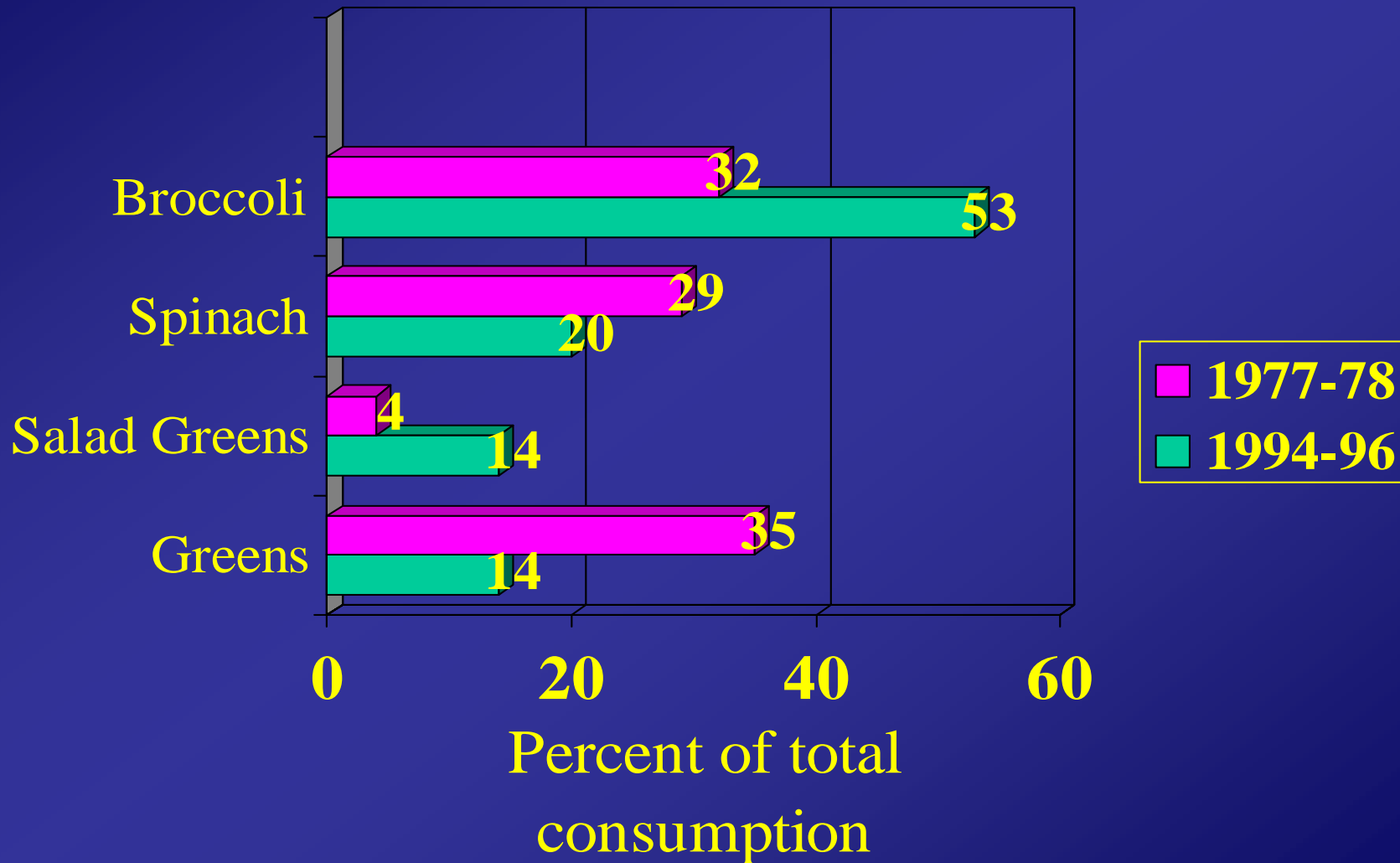


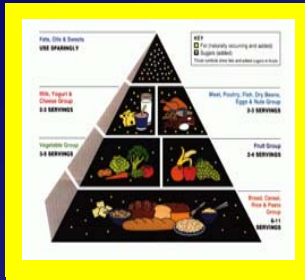
Nutrient Profiles for Food Groups/Subgroups

$$\text{Nutrient contribution of group} = \text{Sum of} \left[\begin{array}{l} \text{Nutrient contribution} \\ \text{of each food} \end{array} \times \begin{array}{l} \text{each food's} \\ \text{likelihood} \\ \text{of being eaten} \end{array} \right]$$

Dark Green Vegetables

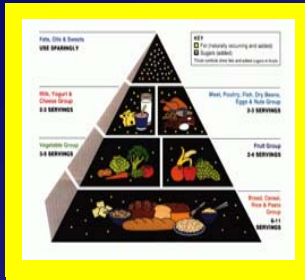
Likelihood of being eaten





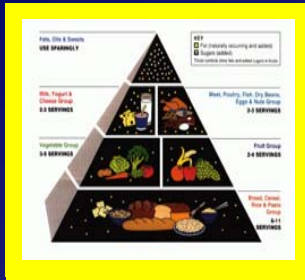
Nutrient Profiles for Food Groups/Subgroups

- Used foods in form with lowest amounts of fats and sugars
- Additional discretionary fats and sugars added to overall food pattern to allow flexibility
- Used foods in form without added vitamins or minerals, except those required by law.



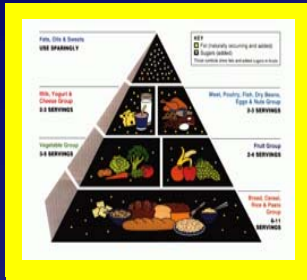
Research Steps to Develop the Food Guide

- Establish nutritional goals
- Define food groups
- Define serving sizes
- Determine expected nutrient profiles



Research Steps to Develop the Food Guide

- Establish nutritional goals
- Define food groups
- Define serving sizes
- Determine expected nutrient profiles
- Develop sample dietary patterns

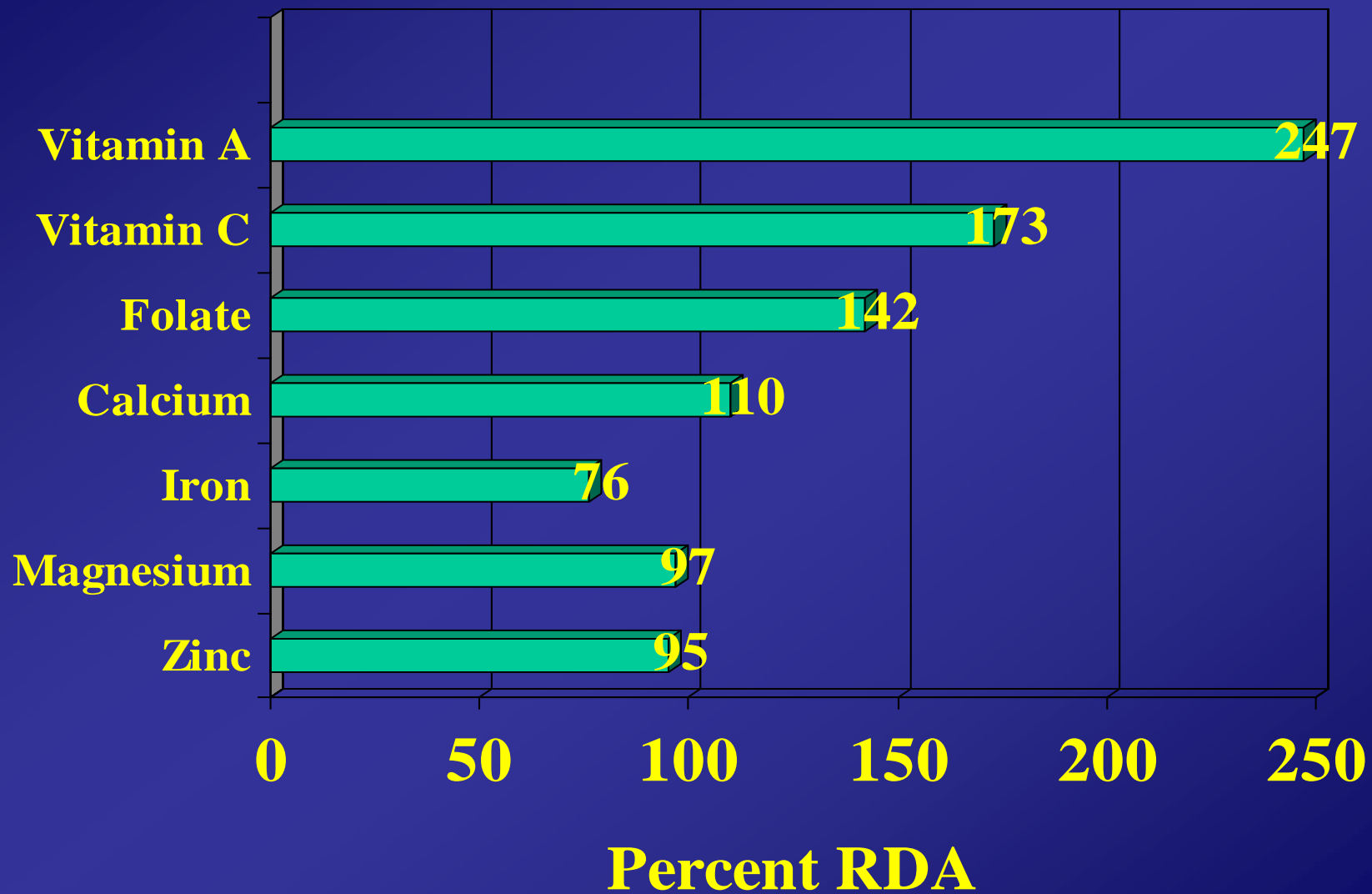


Sample Patterns at Three Calorie Levels

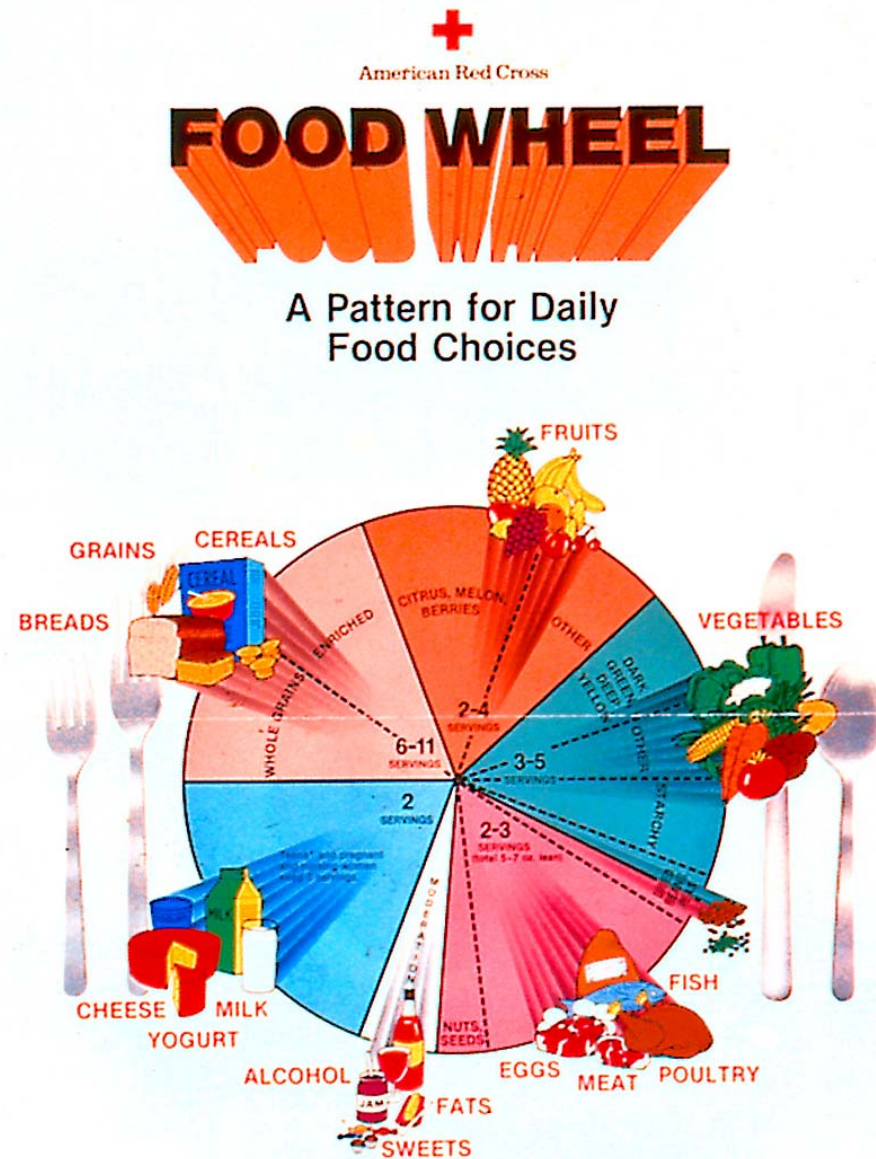
	Pattern A	Pattern B	Pattern C
Calories	1600	2200	2800
Grains Group	6	9	11
Vegetable group	3	4	5
Fruit group	2	3	4
Milk group	2 or 3	2 or 3	2 or 3
Meat and beans group	5 ounces	6 ounces	7 ounces

Comparison to RDA

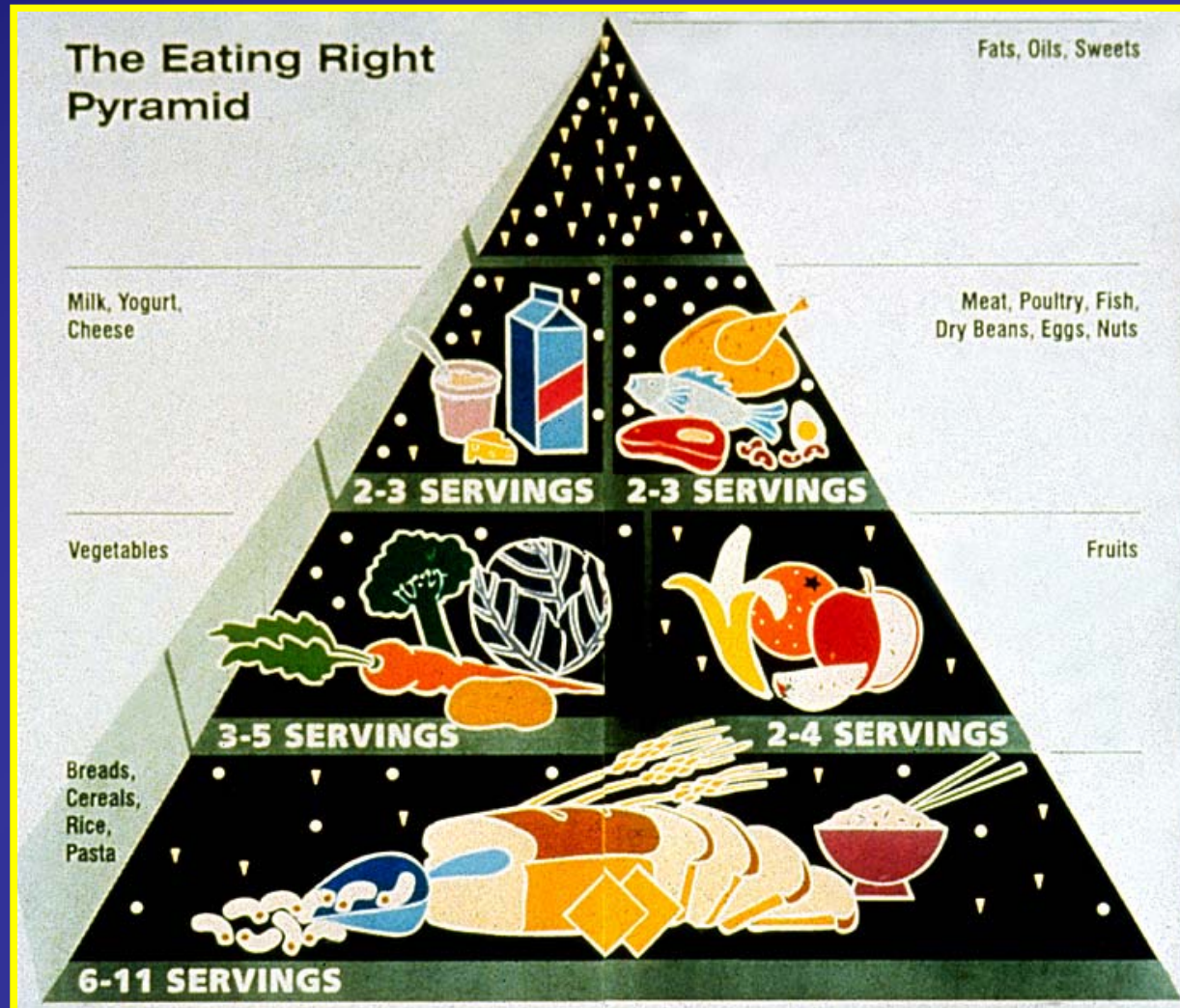
% RDA for adult female in 1600 calorie pattern

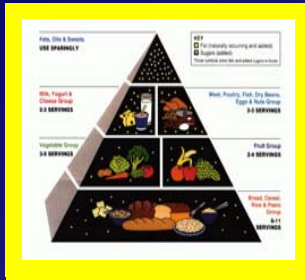


Food Wheel: American Red Cross



Original Pyramid Design





Additional Testing of Graphic Alternatives

- Qualitative and quantitative testing
- Audiences
 - African-Americans, Whites, Hispanics
 - Low-income adults, adults with less than high school education
 - Participants in food assistance programs
 - Children: 2nd grade through high school
 - Teachers, advocates, food industry, trade associations

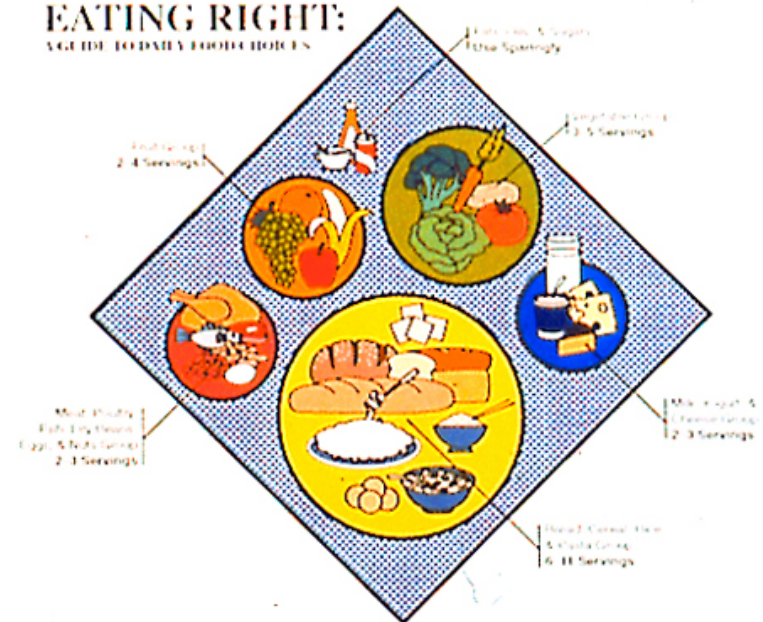
Graphic Alternatives

Eating Right:

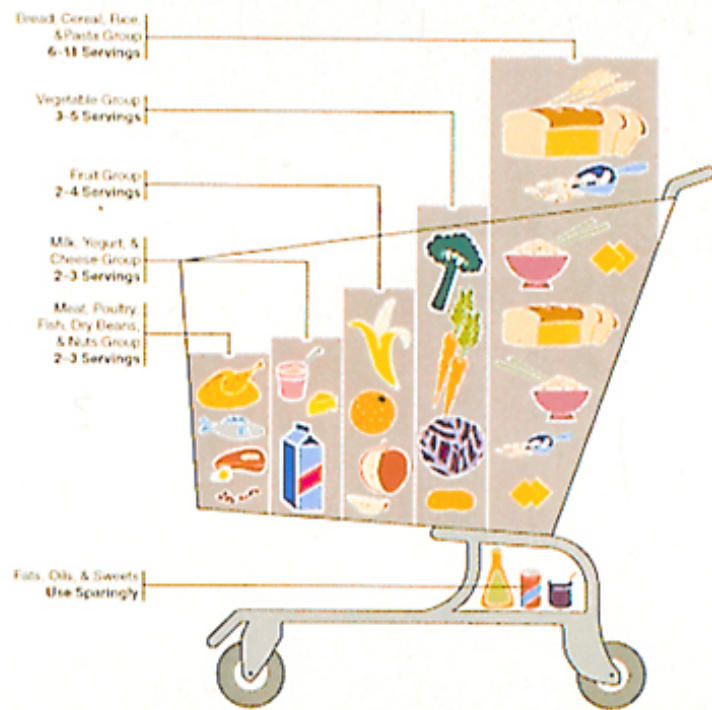
A Guide to Daily Food Choices



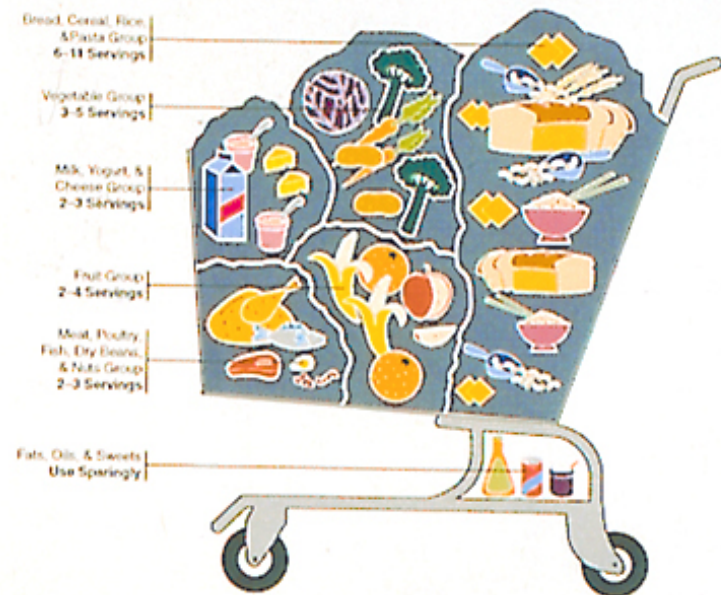
EATING RIGHT: A GUIDE TO DAILY FOOD CHOICES



Graphic Alternatives

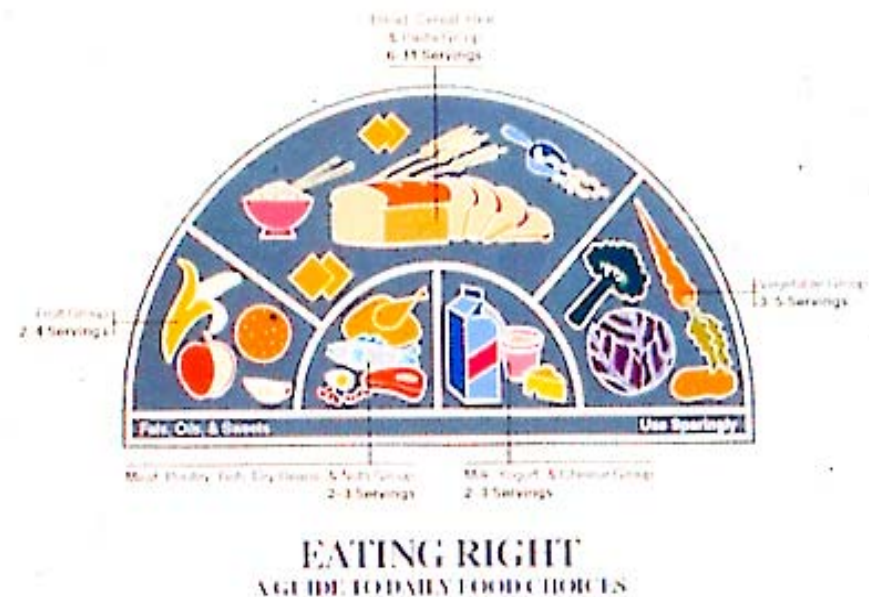


EATING RIGHT: A GUIDE TO DAILY FOOD CHOICES



EATING RIGHT: A GUIDE TO DAILY FOOD CHOICES

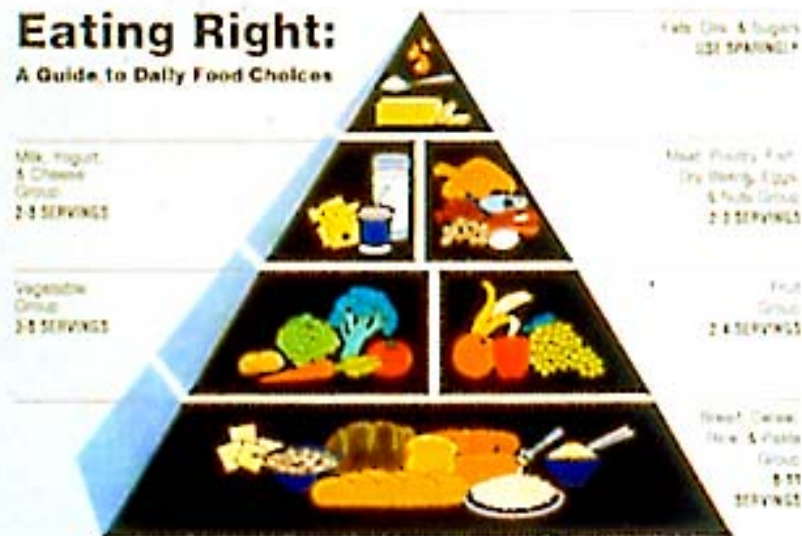
Graphic Alternatives



Final Graphic Alternatives

Eating Right:

A Guide to Daily Food Choices



Eating Right:

A Guide to Daily Food Choices



